

To Do

Pop growth - Certain
Rate of Growth
Pop Shift

Who

Due

HS - ~~Set The Stage Purpose Objectives Up Front~~

IRA - ~~What's Wrong w/ goos & Tank Class Approach~~
~~Imp of Detroit, Atlanta examples~~

11/18

AS - ~~Sources of City Type Info Today / Tomorrow~~

AS - ~~Perspective on TV Budget Allocation & Growth~~

Rejman - ~~Pop Shift by County Type 80/85/90/95 ALL STAT~~

11/18-19

Rejman - ~~Brand Forecast by County Type (PM FM Bands) & Comps? PR~~

Rejman - ~~PM FM Cross Band "A" Contribution & Cross Band "A" Error PM FM~~

AS - ~~Bridge Study~~

- ~~Mart's Ability To Retain Smokers by County Type.~~ ~~Hold 066 (Function of 6)~~

Rejman - ~~Promotion/Insurance by PM Band (Joe) A vs B/C/D~~

Rejman - ~~Share of Car Own Policy by Company. Done~~

- ~~Source of City Type Data Planned~~

Rejman - ~~Consumption & Insurance by County Type~~ ~~Hold 066~~

AS - ~~Other Large Car Effort Not Budget by County Type~~ ~~Hold 066~~

- ~~Prads & OR Gaps by County Type~~

- ~~Brand Forecast by County Type (?)~~

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AS ~~Demo Profiles~~ ~~Common to County to BS~~ ~~100~~ When

MADE ~~TV Development for Specific Cities~~ ~~1st Place, 2nd Place (Not All A's are Alike.)~~

AS ~~"A" Represents History (Image, Price Frequency)~~ ~~"B" Trial/1990~~ ~~the marketplace, "C/D" Industry View~~
What are Top 10/20 Brands FM TV by County Type [By Brands Building with legitimacy].

AS ~~Strategy - Use Image when it works ("A") Use Price when it counts C/D~~

~~Promo Penetration / Image / # deals by County Type.~~

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~~Nat. of book in environment - Case~~
~~Mat. history is before book in line of City type.~~

~~purpose objectives up front~~

~~What's wrong w/ govt & trade class appeal~~
~~[use collect - Detroit]~~

~~Source of City type info - CHT.~~

~~Perf. edu. a daily concept book~~

~~State Govt & local gov Mfg~~

~~Category developed by City type. (A?)~~

~~Pop. shift - forecasts~~

~~Bond financed by City Bonds (projected in 1999)~~

~~Consumption & Expenditure by City type~~
~~use type~~

~~Cost book - Calculation~~

~~Cost Calculation~~
~~Cost = 800 DMA - 500 = 300~~
~~100% is contribution (by Bond)~~

~~Implication - Application~~
~~Advertiser Promotions Annual~~
~~(prior to 3/10 prior to 1999)~~
~~Explicit Application~~
~~By By Bond~~

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Smart See

April - Dec '89 →

Winston

young Ed Sports

at

Out Sq

Nov Dec

Sports

1989

31

5

7

1

1989

30.1

4803

3.255

160.8

2.11

1989

1989

23084

200.2

200.7

Nelson Count Segmentation

Tools we can use today

Heuristic on RDM Learning Curve

$M_{Nelson} A = \text{Industry History}$

$M_{Nelson} B = \text{Today}$

$M_{Nelson} C = \text{Volume Future}$